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DATE: August 17, 2005

TO: U.S. Patent & Trademark Office

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FROM: Steven M. Freeland, Reg. No. 42,555 *FMF*

Attorney Docket No.: 68570/7236

U.S. Application No.: 09/649,215

Filing Date: August 28, 2000

Inventor: Lamkin, et al.

Art Unit: 2124

Examiner: Vu, Tuan A.

NO. OF PAGES: 6 pages (including this 1-page coversheet)

DISPATCHED BY: Steven M. Freeland

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Transmittal Form (1 pg.); and

Examiner Interview Summary per 37 CFR 1.133(b) (4 pgs)

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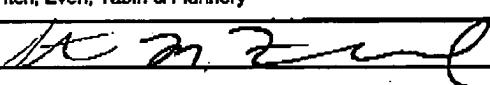
Total Number of Pages in This Submission

Application Number	09/649,215
Filing Date	August 28, 2000
First Named Inventor	Lamkin, et al.
Art Unit	2124
Examiner Name	Vu, Tuan A.
Total Number of Pages in This Submission	6
Attorney Docket Number	68570/7236

ENCLOSURES (Check all that apply)

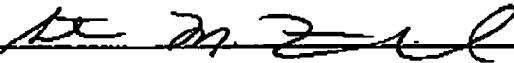
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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	Fitch, Even, Tabin & Flannery		
Signature			
Printed name	Steven M. Freeland		
Date	August 17, 2005	Reg. No.	42,555

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Attorney Docket No. 68570/7236

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Lamkin et al.

Serial No.: 09/649,215

Filed: August 28, 2000

For: SOFTWARE ENGINE FOR
COMBINING VIDEO OR
AUDIO CONTENT WITH
PROGRAMMATIC CONTENTGroup Art
Unit: 2124

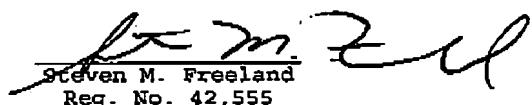
Examiner: Vu, Tuan A.

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Date: 8-17-05

 Steven M. Freeland
 Reg. No. 42,555
EXAMINER INTERVIEW SUMMARY PER 37 CFR §1.133(b)

Mail Stop AMENDMENT
 Commissioner for Patents
 P.O. Box 1450
 Alexandria, VA 22313-1450

Dear Sir:

Applicants thanks Examiner Tuan Vu for participating in Applicants' initiated telephonic Examiner Interview with Applicants' Representative on August 9, 2005. Per 37 CFR §1.133(b), the following is a summary of the Examiner interview conducted on August 9, 2005 via telephone between Steven M. Freeland, Attorney of Record, and Examiner Vu. No exhibits or demonstrations were presented. The 35 U.S.C. §103 rejection of claims 1-10 based on U.S. Patent No. 5,909,551 (Tahara et al.)

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were discussed. There were no claim amendments suggested during the interview.

Applicants requested the Examiner clarify the grounds for rejection as Applicants and their representatives had difficulty in accurately following the logic of the Examiner's rejection. Examiner Vu elaborated on the rejection stating that "buttons" referencing FIG. 26 of Tahara were equivalent to variables, and that previously provided HTML content associated with that "button" is equivalent to a definition to the "button" variable.

Applicants' representative demonstrated that a "button 2607" according to the Tahara patent was not equivalent to a variable, and that previously generated HTML content was not a "definition" as claimed. Further, Applicants' representative demonstrated that Taraha does not teach or suggest at least "replacing the variable with the definition for the variable" as claimed. Examiner Vu indicated that by a user selecting the "button" Taraha described linking to the already provided content, referring to FIG. 24 of Tahara. However, Applicants' representative pointed out that the pending claims do not recite "linking" but instead recite "searching the source file for the variable, and replacing the variable with the definition for the variable" (see claim 1, for example).

Examiner Vu further equated the displaying of the already provided linked content as equivalent to the claimed "generating programmatic content." However, the Tahara patent does not describe "generating programmatic content", and instead only describes linking or shifting between already provided content. Applicants' representative further demonstrated that the Tahara patent fails to describe "replacing the variable with

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the definition" as claimed, and instead only describes shifting to linked content.

Still further, Applicants representative demonstrated that the Tahara patent did not teach "generating programmatic content in response to the searching". Examiner Vu indicated that the Tahara patent described displaying the linked HTML. However, Applicants' representative pointed out that displaying the previously provided linked content is not equivalent to generating programmatic content, and further is not generating programmatic content in response to the searching. The Examiner suggested that the Tahara patent described using tags, and the tags were replaced with content, by linking the "button" to content. Again, there is no suggestion in Tahara to generate programmatic content in response to the searching as Tahara only describes linking or shifting between displays. Applicants' representative pointed out to the Examiner that the Examiner's logic disassociated the claim limitations effectively ignoring the relationship between the claim limitations, for example, by ignoring that the programmatic content is generated in response to the searching. Therefore, Applicants' representative demonstrated that Tahara did not teach or make obvious the limitations as claimed in at least independent claim 1.

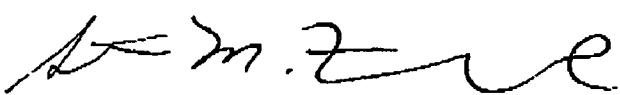
No agreement was reached during the interview. However, it remains clear that the cited reference fails to teach or suggest each and every element of the claims as set forth by Applicants as required under applicable law.

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C O N C L U S I O N

In view of the above, Applicants submit that the applied reference does not teach or make the pending claims obvious. Therefore, claims 1-10 are in condition for allowance

Respectfully submitted,



Steven M. Freeland

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Dated: 8-17-05

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